



Express Mail" mailing label number EV 328977307 US

Date of Deposit: November 14, 2005

BHGL Ref. No. 12729/038

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky, et. al.

Serial No.: 10/700,837

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR
SELLING ADVERTISING

Examiner: Le, Khanh H.

Group Art Unit: 3622

RESPONSE AND AMENDMENT

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated August 11, 2005, please enter the following
response and amendment: